



## NOTICE OF PUBLIC MEETING OF THE ARIZONA STATE PARKS BOARD

Notice is hereby given to Members of the Arizona State Parks Board (Board) and the general public that there will be a General Parks Board meeting, to begin on **WEDNESDAY, February 23, 2011 at 10:00 AM** pursuant to A.R.S. §38-431.02 and A.R.S. § 41-511.01 *et. seq.* at the Arizona State Parks Offices located at 1300 W. Washington St., Phoenix, AZ.

**The Board may elect to hold an Executive Session for any agendized item at any time during the meeting to discuss or consult with its legal counsel for legal advice on matters listed on this agenda pursuant to A.R.S. §38-431.03 (A)(3). Items on the Agenda may be discussed out of order, unless they have been specifically noted to be set for a time certain. Public comment will be taken. The Board will discuss and may take action on the following matters.**

### AGENDA

**(Agenda items may be taken in any order unless set for a time certain)**

- A. CALL TO ORDER - ROLL CALL – Time Certain: 10:00 AM**
- B. PLEDGE OF ALLEGIANCE**
- C. INTRODUCTIONS OF BOARD MEMBERS AND AGENCY STAFF**
  - 1. Board Statement - “As Board members we are gathered today to be the stewards and voice of Arizona State Parks and its Mission Statement to manage and conserve Arizona’s natural, cultural, and recreational resources for the benefit of the people, both in our parks and through our partners.”**
- D. CALL TO THE PUBLIC – Consideration and discussion of comments and complaints from the public. Those wishing to address the Board must register at the door and be recognized by the Chair. It is probable that each presentation will be limited to one person per organization. Action taken as a result of public comment will be limited to directing staff to study or reschedule the matter for further consideration at a later time.**
- E. CONSENT AGENDA – The following items of a non-controversial nature have been grouped together for a single vote without Board discussion. The Consent Agenda is a timesaving device and Board members received documentation regarding these items prior to the open meeting. Any Board member may remove any item from the Consent Agenda for discussion and a separate vote at this meeting, as deemed necessary. The public may view the documentation relating to the Consent Agenda at the Board’s office: 1300 W. Washington, Suite 150A, Phoenix, Arizona.**
  - 1. Approve Minutes of January 12, 2011 Arizona State Parks Board Meeting**



**F. DIRECTOR'S SUMMARY OF CURRENT EVENTS** – The Executive Director may update the Arizona State Parks Board on special events and accolades.

**G. DISCUSSION ITEMS**

1. **Revenue Forecast by Major Fund and Park Visitation Update**
2. **State Parks Fund Update (also known as the Donations Fund)**
3. **Request for Information (RFI) for 3<sup>rd</sup> Party Management in Arizona State Parks Update**
4. **Commission on Privatization and Efficiency (COPE) Report Update**
5. **Arizona State Park Privatization and Efficiency Plan (Pros Consulting)**
6. **State Parks Operations Status Update**
7. **State Park Construction Project Update**

**H. BOARD ACTION ITEMS**

1. **Legislative Update** – The Arizona State Parks Board may vote to take a position or provide direction to staff concerning legislation affecting Arizona State Parks.
2. **Arizona State Parks Sponsorships and Donations Policy** – Staff recommends the Arizona State Parks Board approve the draft Sponsorships and Donations policy and authorize staff to seek public input. Once the public input process is complete, staff is directed to present a final proposal to the Arizona State Parks Board for consideration.

**I. TIME AND PLACE OF NEXT MEETING AND CALL FOR FUTURE AGENDA ITEMS**

1. **Staff recommends that the next Arizona State Parks Board Meeting be on Thursday, March 17, 2011 in the Winslow City Council Chambers.**
2. **Board members may wish to discuss issues of interest to Arizona State Parks and request staff to place specific items on future Board meeting agendas.**

**J. OPEN MEETING LAW TRAINING**

**K. ADJOURNMENT**

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Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the acting ADA Coordinator, Nicole Armstrong-Best, (602) 542-7152; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

 11 Feb 2011  
Renée E. Bahl, Executive Director



## Arizona State Parks Board Information Report

### Agenda Item #: G-2



Title: State Parks Fund Update (also known as the Donations Fund)  
Staff Lead: Kent Ennis, Assistant Director  
Date: February 23, 2011

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#### **Status to Date:**

On June 15, 2010, the Arizona State Parks Board approved an FY 2011 budget of \$350,000 from the agency's existing donation accounts. Park and program staff has identified many needs that are appropriate for this funding source, and continue to submit purchase requests to management for review and approval. Approximately \$33,800 has been expended through January 2011 from previously existing accounts.

In addition to the beginning donation fund balance of \$530,500, the agency has received \$63,200 in new revenue. Of this new revenue, \$43,000 came from non-governmental partners in support of park operating budgets.

The legislated fund sweep of \$19,700 has been paid. The current State Parks Fund balance is \$501,100.

#### **Upcoming Activities:**

Programs such as the Archaeology Awareness Expo and Recreational Trails public education projects are partially funded with contributions from our donors. Each park has prepared a list of items or services for purchase that will improve visitor experiences and park facilities, and will not result in an ongoing cost. Examples include two power wheelchairs for cave tours at Kartchner, video presentation equipment at Jerome, replacement signage at Lost Dutchman and a utility vehicle at Fool Hollow. The implementation of park plans continues as individual purchase requests are submitted.

#### **Time Frame/Target Date for Completion:**

By June 30, 2011, staff anticipates completing purchases of goods and services from the State Parks Fund park and program accounts of \$350,000.

#### **Relevant Past Board Actions:**

On June 15, 2010, the Arizona State Parks Board approved an FY 2011 budget of \$350,000 from the agency's existing donation accounts.

**Attachments:** Spreadsheet of Donations Funds Balances as of January 31, 2011 - Pages 3a-3b

**Title: Donations Fund Balances as of January 31, 2011**

**Date: February 23, 2011**

**Agenda Item #: G2**

Description	FY11 Beg. Bal.	FY11 Revenue	FY11 Expend.	FY11 YTD Bal.
<b>Agency Donation Interest Account:</b>				
Carryfwd. - Interest Account	175,791			175,791
Ch 1 Sec 112 HB 2001 Salary Tsf to State GF	0		19,700	(19,700)
Interest Revenue	0	1,966		1,966
Field Support Operating 81690	0			0
Agency Support Operating 81790	0		5,315	(5,315)
<b>SUBTOTAL Agency Interest Account</b>	<b>175,791</b>	<b>1,966</b>	<b>25,015</b>	<b>152,741</b>
<b>Parks Division Donation Accounts:</b>				
Alamo Lake	5,693	573		6,267
Buckskin	1,220	471		1,691
Catalina	1,609	321		1,930
Catalina Memorial Benches	866		445	421
Cattail Cove	441	834		1,275
Dead Horse Ranch	4,581	1,618		6,199
Verde River Greenway	71			71
Fool Hollow	17,195	2,446	15,765	3,876
Fort Verde	7,360	476		7,836
Fort Verde Flag Fund	444			444
Homolovi Ruins	16,027			16,027
Jerome	5,177	125	2,562	2,739
Kartchner Caverns	18,195	4	1,021	17,178
Kartchner Humming Bird	841			841
Lake Havasu	7,830	519	7,264	1,084
Lake Havasu - Memorials	205			205
Lost Dutchman	7,321	397		7,718
Lost Dutchman - OPER. SUPT. - ASP Fndn.	6,000	18,000	19,494	4,506
Lyman Lake	3,337	225		3,562
Lyman Lake - OPER. SUPT. - TEP/SRP	0	5,000	5,000	0
McFarland Memorial	4,201			4,201
McFarland CH Trust	11,150			11,150
Operations - Dasani Recycle Program	0	5,000		5,000
Oracle	5,169			5,169
Oracle Restoration	2,000			2,000
Patagonia Lake	3,282			3,282
Picacho Peak	2,534	867		3,401
Red Rock	6,913	117		7,030
Red Rock - OPER. SUPT. - Benefactors of RRSP	0	10,000	7,920	2,080
Riordan	15,630			15,630
Roper Lake	787	377		1,164
San Rafael	5,507			5,507
Slide Rock	3,825	26		3,851
Tombstone	6,195			6,195
Tonto Bridge	6,258	504		6,762
Tonto Bridge - OPER. SUPT. - Friends of Tonto	0	6,500	6,766	(266)
Tubac Presidio	6,770			6,770
Tubac - Anza Days	2,750			2,750
Tubac - Rojas House	1,328			1,328
Yuma QMD (Misc. Don.)	5,042			5,042
Yuma Prison	11,451			11,451
<b>SUBTOTAL Park Donation Accounts</b>	<b>205,202</b>	<b>54,399</b>	<b>66,238</b>	<b>193,364</b>

**Title: Donations Fund Balances as of January 31, 2011**

**Date: February 23, 2011**

**Agenda Item #: G2**

<b>Description</b>	<b>FY11 Beg. Bal.</b>	<b>FY11 Revenue</b>	<b>FY11 Expend.</b>	<b>FY11 YTD Bal.</b>
<b>Partnerships Division Donation Accounts:</b>				
Partners - Recreational Trails	1,378	4	259	1,122
Partners - SHPO/Misc.	324		324	0
Partners - SHPO - Archaeology	3,826	6,500	735	9,591
Partners - SHPO - Site Steward	0			0
<b>SUBTOTAL Partnerships Donations Accounts</b>	<b>5,528</b>	<b>6,504</b>	<b>1,318</b>	<b>10,714</b>
<b>Agency-Wide Donation Accounts:</b>				
Dir. Ofc. - Forrest Bequest	143,052			143,052
Dir. Ofc. - Mucklow Bequest	1,000			1,000
Dir. Ofc. - Agency-Wide Donations	0	125		125
Dir. Ofc. - ASPEA Employee Recognition	0	200	100	100
<b>SUBTOTAL Agency-Wide Donation Accts.</b>	<b>144,052</b>	<b>325</b>	<b>100</b>	<b>144,277</b>
<b>TOTAL DONATIONS FUND</b>	<b>530,573</b>	<b>63,194</b>	<b>92,671</b>	<b>501,096</b>

## Arizona State Parks Board Information Report

### Agenda Item #: G-3



Title: Request for Information (RFI) for 3<sup>rd</sup> Party Management in Arizona State Parks Update  
Staff Lead: Kent Ennis, Assistant Director  
Date: February 23, 2011

**Status to Date:** At its November 17, 2010 Parks Board meeting, the Parks Board authorized the Executive Director to prepare and issue a Request for Information (RFI) to ascertain specific knowledge of private park management companies' interests, capabilities and desires regarding management Arizona's State Parks. This RFI was intended to gather general information about the products and services that potential concessionaires would or would not provide to Arizona State Parks (ASP).

The RFI was issued December 20, 2010 with responses due January 31, 2011. ASP reviewed six responses from the following organizations and range from 10 to 331 pages:

ARAMARK, Broomfield, Colorado  
CLM Services, Palo Alto, California  
Equity Lifestyle Properties, Chicago, Illinois  
Forever Resorts, L.L.C., Scottsdale, Arizona  
Recreation Land Management, Flagstaff, Arizona  
Recreation Resource Management, Phoenix, Arizona

#### **Upcoming Activities:**

A review team of Arizona State Parks staff and outside individuals with expertise in park concession management or public-private partnerships is now assembled. Over the next month, the team will discuss the contents of the RFI submissions and determine themes in their descriptions of approaches to concession operations, the products and services that each would or would not provide to Arizona State Parks, their costs of implementation, and other issues as presented in their submissions. This information will summarize each RFI submission in terms of their responses to the major categories requested in the RFI in order to provide confidentiality for proprietary information.

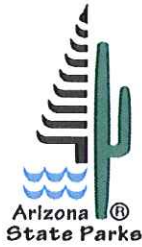
#### **Time Frame/Target Date for Completion:**

The summary and general description of the RFI submissions will be presented at a future Parks Board meeting.

#### **Relevant Past Board Actions:**

November 17, 2010 Board approval for the Executive Director to issue a Request for Information for 3<sup>rd</sup> Party Management in Arizona State Parks.





## Arizona State Parks Board Information Report

### Agenda Item #: G-6

Title: State Parks Operations Status Update  
Staff Lead: Jay Ream, Assistant Director  
Date: February 23, 2011

**Status to Date:** The Arizona State Parks Board worked hard to keep parks open by both leveraging existing public and private partnerships and building new relationships. The attached summary describes current operations.

#### Upcoming Activities:

- Arizona State Parks (ASP) continues to seek partnerships for Lyman Lake State Park. On December 22, 2010 ASP submitted a letter to the Bureau of Land Management requesting a review of issues regarding third-party operations at Lyman Lake State Park.
- The Parks Board approved the release of a Request for Proposal (RFP) for the operation of the Lodge at Tonto Natural Bridge on January 12, 2011. The RFP is currently being drafted.
- Arizona State Parks received six responses to the Request for Information (RFI) to solicit feedback regarding the feasibility of third-party management in Arizona State Parks.
- Staff is in the process of renewing agreements with the Town of Camp Verde for Fort Verde State Historic Park, with Yavapai County for Jerome State Historic Park and Red Rock State Park, and with Santa Cruz County for Tubac Presidio State Historic Park.
- McFarland State Historic Park reopened to the public on February 12, 2011 by agreement with the Town of Florence.

#### Time Frame/Target Date for Completion:

Homolovi Ruins State Park - Grand Reopening March 18, 2011

#### Relevant Past Board Actions:

- Approved release of RFP for Oracle State Park, June 16, 2010
- Approved release of RFP for Lyman Lake State Park, September 15, 2010
- Approved release of RFI for third-party management in Arizona State Parks, November 17, 2010
- Approved release of RFP for the operation of the Tonto Lodge, January 12, 2011
- Parks Board has endorsed 19 partnership agreements for the operation of Arizona State Parks

**Attachments:** State Parks Operations Status Update - Pages 5a-5b

Title: Operations Status Update Attachment  
Date: February 23, 2011  
Agenda Item #: G-6

**A. Parks that were Never Scheduled to Close:**

1. Buckskin Mountain State Park (SP)/River Island
2. Catalina SP
3. Cattail Cove SP
4. Dead Horse Ranch SP
5. Fool Hollow Lake Recreation Area
6. Kartchner Caverns SP
7. Lake Havasu SP
8. Patagonia Lake SP
9. Slide Rock SP

**B. Parks Operated by Arizona State Parks staff through Partnership Support:**

<b>Park</b>	<b>Partner</b>
1. Alamo Lake SP	La Paz County-\$30K
2. Fort Verde SHP	Town of Camp Verde -\$105K
3. Jerome SHP	Yavapai County-\$30K
4. Lost Dutchman SP	Friends of Lost Dutchman -\$24K
5. Picacho Peak SP	City of Eloy-\$20K
6. Red Rock SP	Yavapai County, Benefactors, City of Sedona-\$160K
7. Riordan Mansion SHP	Arizona Historical Society, Riordan Action Network-\$78K
8. Roper Lake SP	Graham County, AZ Game & Fish
9. Tonto Natural Bridge SP	Town of Payson-\$15K; Star Valley-\$5K; Friends of Tonto Natural Bridge-\$10K



**C. Parks Operated by Partners with no State Parks staff:**

<b>Park</b>	<b>Partner</b>
1. Boyce Thompson Arboretum SP	University of Arizona & Boyce Thompson Foundation
2. McFarland SHP	Town of Florence
3. Tombstone Courthouse SHP	City of Tombstone
4. Tubac Presidio SHP	Santa Cruz County & Tubac Historical Society
5. Yuma Territorial Prison SHP	City of Yuma
6. Yuma Quartermaster Depot SHP	City of Yuma

**D. Parks with Signed Agreements Scheduled to Re-Open:**

1. Homolovi Ruins SP	Hopi Tribe contributing \$175,500 to re-open park. Reopening date March 1, with Grand Reopening on March 18, 2011.
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**E. Parks that are Currently Closed to the Public:**

1. Lyman Lake SP	Apache County (closed Sept. 7, 2010)-\$40K. Parks Board directed staff to draft an RFP of park operations. Letter submitted to BLM on December 22, 2010
2. Oracle SP	RFP for 3 <sup>rd</sup> party operations closed on October 6, 2010. No bids submitted. Re-evaluating options.
3. San Rafael State Natural Area (SNA)	Grazing special use permit implemented, no public access.

## Arizona State Parks Board Action Report

### Agenda Item #: H-2



Title: Arizona State Parks Sponsorship and Donations Policy  
Staff Lead: Jay Ream, Assistant Director  
Date: February 23, 2011

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**Recommended Motion:** I move the Arizona State Parks Board approve the draft Sponsorships and Donations policy and authorize staff to seek public input. Once the public input process is complete, staff is directed to present a final proposal to the Arizona State Parks Board for consideration.

**Status to Date:** At its November 17, 2010 meeting the Arizona State Parks Board discussed the need for a policy relating to Sponsorships and Donations. The draft policy sections covering Donor Recognition and Corporate Sponsorships is attached.

**Draft Policy Summary:**

- Statutory authority for donations activities
- Donations approvals, ethical considerations, accountability and reporting
- Guidelines for donations, fundraising and endowments
- Third-party fund raising campaigns and corporate philanthropy
- Donor recognition, naming opportunities, and marketing

**Time Frame:** Staff will seek public input over the next few weeks on the draft policy. Input will be sought from the general public, private corporations, the Arizona State Parks Foundation and nonprofit organizations affiliated with Arizona State Parks. Staff will return to the Parks Board at a future meeting for final consideration.

**Staff and Financial Resources:** No additional expenses will be realized as public comment will be solicited through our website and staff regularly attends Foundation and Friend's group meetings.

**Relation to Strategic Plan:** Partnerships: To build lasting public and private partnerships to promote local economies, good neighbors, recreation, conservation, tourism and establish sustainable funding for the agency.

**Relevant Past Board Actions:** On November 17, 2010 the Parks Board discussed developing a policy for sponsorships and donations.

**Attachments:** Arizona State Parks - Sponsorships and Donations Policy, Sections: Donor Recognition and Corporate Sponsorships.

*Donation Fund Raising and Donor Recognition Policy*  
*revised 2/10/11*

### **SECTION 3. AUTHORITY FOR DONATION ACTIVITIES**

#### **3.1 Legal Authority.** Authority designated by Arizona Statute:

ARS §41-511.04(6): Enter into agreements with the United States, other local states or local government units, private societies or persons for the development and protection of state parks, monuments and trails.

ARS §41-511.05(2): Make such contracts, leases, agreements and incur such obligations as reasonably necessary or desirable within the general scope of its activities and operations to enable it to perform adequately its duties.

ARS §41-511.05(3): Acquire through purchase, lease, agreement, donation, grant bequest or otherwise real and personal property and acquire real property through eminent domain for state park or monument purposes. No property may be acquired in the manner provided in this paragraph that will require an expenditure in excess of funds budgeted or received for such purposes. No state park or monument, or additions to a state park or monument, shall be created containing in excess of one hundred sixty acres of land unless created by an act of the legislature. This acreage limitation shall not apply in the case of lands that are selected by the board and that are not subject to outstanding leases, permits or other rights for the use of the lands including preferential rights to renew such leases and permits.

Arizona State statutes as identified above authorize Arizona State Parks (ASP) to accept donations for purposes of developing, maintaining and protecting Arizona state parks, monuments and trails.

ASP may accept contributions from individuals, organizations, foundations, corporations, businesses, associations, and other entities. Donations may be in the form of cash, real property (land and improvements), facilities, personal property, and services.

It should be emphasized that neither ASP nor its employees has authority to solicit donations. For the purposes of this order, 'solicit' or 'solicitation' means any action that the party approached may construe as a serious request for money or in-kind services or goods. While this does not prevent an ASP employee from responding to a question on how to donate, it does prevent that employee from distributing unsolicited donor envelopes to visitors.

Applying for grants from public or private entities on behalf of ASP, seeking funds from a public agency at the Federal, state, or local level, identifying the needs of ASP or explaining the ability of ASP to accept donations, or recruiting volunteers are appropriate activities and are not considered to be solicitation by ASP employees. (See section on Accountability.)



In addition, ASP partners may be authorized through an agreement with ASP to 1) undertake specific fundraising campaigns or 2) in the context of other agreements, establishing the relationship between the partner and ASP, to solicit and accept donations for ASP's benefit.

### **3.2 Delegation of Authority**

**3.2.1 Generally.** An Assistant Director is delegated the functional authority to monitor compliance with the policies, procedures and standards set forth herein.

**3.2.2 Approvals.** The Assistant Directors, Chief of Operations, Regional Managers and Managers are delegated authority to accept donations. The Assistant Directors are delegated authority to authorize an ASP partner to raise funds to benefit ASP, subject to the restrictions contained in this policy.

- (a) Single donations of \$1 million or more require the Director's approval. The Director may waive this requirement in the context of an approved fundraising campaign.
- (b) Proposed fundraising campaigns by authorized ASP partners that will benefit ASP require the approval of the Director if:
  - (1) They have a goal of \$1 million or more;
  - (2) Funds will be solicited nationally;
  - (3) They involve national advertising or promotional elements; or
  - (4) There is the likelihood for significant controversy.

Fundraising not subject to the Director's or Assistant Director's approval may be approved by the Section Chief or State Historic Preservation Officer, who may further delegate approval to the staff overseeing the campaign.

Fundraising to benefit ASP that does not require the approval of the Director must be authorized per this delegation of authority. This can be a general authorization within the context of an agreement establishing the overall relationship with an ASP partner or in a separate agreement on fundraising.

Best efforts will be made to respond to all requests for approval within 30 working days of receipt. The Director's office will maintain a roster of all approvals granted by the Director.

**3.2.3. Monitoring.** Following the acceptance of this policy and for a period of 12 months, a Donations Oversight Committee of the Assistant Directors, Chief of Operations, Regional Managers and three Park Managers shall serve as a monitoring committee, meeting quarterly in order to review implementation. The committee will submit a report to the Director, setting forth their findings with recommendations for changes or additions to the program that reflect operational needs. Other designated staff may join the committee as appropriate.

Following the initial 12 month monitoring period, the committee will meet annually and submit a report to the Director, setting forth their findings with recommendations for changes or additions to the program that reflect operational needs.

## **SECTION 4. POLICIES & CONSIDERATIONS**

**4.1 Ethical Considerations.** ASP employees are governed by ethics regulations which prohibit State employees, without specific statutory authority, from using their official title, position, or any authority associated with their public office to further a private fundraising effort. ASP employees will not use their positions in ways that might imply an endorsement of a commercial product, service, or enterprise. ASP may publicly thank a donor who has supported the ASP mission, and endorse those fundraising activities of an ASP partner subject to an approved fundraising agreement with ASP; however, care must be exercised to ensure that such endorsement does not imply a solicitation from ASP.

ASP may accept funds donated from organizations in which an ASP employee is an officer or Director (including ex-officio positions) or is otherwise engaged in a leadership role with the organization only when the arrangement has been reviewed and approved by the Director. This does not preclude ASP employees from carrying out their official role as coordinator under the applicable agreement with an ASP partner.

**4.2 Matching Funds/Challenges.** ASP will not accept donations that impose a fundraising "challenge" to ASP to match the donation. Such a challenge would constitute an inappropriate influence on the ASP budget process. This does not prohibit ASP from using donated or appropriated funds as a match for donations from outside parties; however, care must be exercised to ensure that the ASP "match" does not itself become a solicitation.

**4.3 Funds Accountability.** All monetary gifts received directly by ASP must be deposited in a donation account and accounted for in compliance with Arizona Revised Statutes and the State of Arizona Accounting Manual. All non-monetary donations accepted by ASP must be accounted for under the same standards and procedures used to account for other similar government property. Donations of personal property should be directed to an authorized non-profit partner who can sell the items and subsequently donate the proceeds to ASP for the purpose intended by the original donor (e.g. real estate or artwork not intended for display or use in or by ASP). Artifacts are used for display and are returned to the private owners and not sold.

**4.4 Annual Report.** Every park or program that receives donations must submit an annual report, through the appropriate Chief or SHPO to the Administration Division, detailing the amount, and if in-kind, type of donations received. At a minimum, for any donation exceeding \$1,000, whether cash or in-kind, such reporting must identify the source, the date and the amount of the donation. The Administration Division will provide additional information on the content, format, timing and other requirements for this report. (See *Reference Guide*)

**SECTION 5. ROLES AND RESPONSIBILITIES.** Fundraising to support parks is typically undertaken by long-standing, park support groups such as Friends groups, or non-profit public foundations. Friends groups are non-profit organizations that are generally formed under state law (A.R.S. §10-3202) and must comply with state and federal requirements for charitable fundraising. Individuals, businesses, or groups such as local service organizations, clubs, schools, etc. that don't necessarily have an ongoing relationship with ASP may also, from time to time, undertake fundraising activities for the benefit of the ASP.

ASP values the commitment of its non-profit partners and their many contributions to the Arizona State Parks Board and the Arizona State Parks System. ASP employees are expected to develop and maintain professional relationships with these organizations based on mutual understanding of the goals and functions of both parties and, when required, appropriate written agreements.

As stated previously in this Policy, ASP does not directly regulate fundraising activities by Friends groups or non-profit public foundations. However, ASP cannot support fundraising conducted in its name unless the activities are consistent with the requirements of this Policy. Any fundraising must be consistent with ASP mission, goals and legal authority. Accordingly, a written agreement must be executed prior to any fundraising that explicitly states or implies that the fundraising is authorized or for the benefit of ASP, its programs, or the Arizona State Parks System generally. Absent such an agreement, ASP will not accept any resulting donations.

**5.1 Arizona State Parks.** In general, ASP officials in accordance with the delegations of authority found elsewhere in this document:

- (a) May identify projects, programs, or objectives appropriate for private sector support;
- (b) May describe ASP needs to potential donors and the public;
- (c) May authorize specific ASP partners to conduct fundraising campaigns for the benefit of a park or project;
- (d) Must review and approve all fundraising and other informational materials prior to their distribution and set other appropriate standards;
- (e) Must monitor the activities of those who fundraise for the benefit of ASP;
- (f) Must ensure accountability for all donations received;
- (g) Must verify construction cost estimates prior to a partner initiating a fundraising campaign involving construction;
- (h) Will work with ASP partners to apprise them of the cost and future operational implications of major donations and identify means to mitigate and/or fund them; and,
- (i) May recognize donors consistent with Section 9 of this document.
- (j) Must respond in a timely manner to all offers of donations, either accepting or declining the donation consistent with Section 6 (Considering Donations);
- (k) May apply for competitively awarded grants from foundations and for grants or similar assistance from non-federal governmental entities, in response to a grant request solicitation, in the regularly scheduled grant cycle, or to an organization that accepts unsolicited grant applications or proposals subject to Section 6.1.3 (Vetting Potential Donors);
- (l) May, consistent with this Policy and other applicable ASP policies, enter into written agreements with partners to undertake specific fundraising activities to include solicitation and,



acceptance of donations on behalf of or to benefit ASP;

(m) May support third parties to create park support groups such as "Friends" groups whose purposes include raising funds for the benefit of ASP;

(o) May assign an ASP official to serve as advisor or liaison to cooperating associations, Friends groups, or other partner organizations authorized to raise funds for the benefit of ASP; and

(p) Must ensure that fundraising agreements comply with ASP goals, policies, plans and legal authority.

An ASP employee may serve as a non-voting member on the Board of a cooperating association, Friends group, or other ASP partner organization that is authorized to raise funds for the benefit of ASP.

**5.2 Fund Raising Partners.** All fund raising to benefit ASP must be authorized in a written agreement. Fund raising that is not subject to the Director's approval may be authorized in a general agreement that defines the relationship between ASP and the partner organization in an agreement specific to the fundraising goal. These agreements will be separate and distinct from other agreements, and other activities performed by ASP fundraising partners. This requirement for authorization and approval does not apply to fundraising by an ASP partner for purposes that do not directly benefit ASP, such as fundraising to cover internal costs or non-ASP projects.

## **SECTION 6. DONATIONS**

**6.1 Considering Donations.** The support received through donations is very important to the successful accomplishment of the ASP mission, but the donations must be made in a legally and ethically appropriate manner. Donation acceptance issues arise in a wide variety of contexts, rarely lending themselves to clear cut distinctions or rules. Accordingly, authorized employees must consider all relevant factors when determining whether to accept a donation, including the value and purposes of the donation, as well as the nature and interests of the donor. Examples of relevant factors to be considered are identified in Section 6.1.1 below. This list is neither intended to be exclusive nor to imply that any one of these factors specifically requires acceptance or declination of a donation, but rather to illustrate what to consider when making donation-related decisions. The authorized employee should weigh the totality of the circumstances from the perspective of a reasonable person with knowledge of the relevant facts.

**6.1.1 Maintaining the Integrity, Impartiality of, and Public Confidence in ASP.** Before accepting, utilizing or recognizing donations, an employee authorized to accept donations must determine the totality of the circumstances surrounding the potential donation:

(a) Maintains the integrity of ASP and the Agency's programs and operations, by considering the following:

- The donation is not, or does not appear (such as by its size or circumstances) to be, an attempt to influence the exercise of any regulatory or other authority of ASP with respect to the donor.
- The donation meets an actual need of ASP and would not require ASP to assume

funding commitments it is unprepared or unable to accept.

- The donation and any conditions thereto are consistent with, and does not otherwise circumvent law, regulation, ASP policy, park planning documents or authorized park purposes.
- ASP is able to properly utilize or manage any donated real or personal property within policy, programmatic and management goals.
- The donation will not be used by the donor to state or imply ASP's endorsement of the donor or the donor's product or services.

(b) Maintains the impartiality, and appearance of impartiality, of ASP and of ASP employees, by considering the following:

- The proposed donation is made to a program or made in an amount that would not influence or appear to influence any significant pending ASP decision or action involving the donor's interests.
- There is neither an actual nor an implied commitment to take an action favorable to the donor in exchange for the donation.
- The donor will not obtain or appear to obtain special treatment in dealing with ASP.

(c) Maintains public confidence in ASP, its programs and employees.

- Acceptance would not likely result in public controversy.
- The donation comes only with conditions that are consistent with ASP's program(s) and policy goals.
- Only appropriate goods or services will be accepted.
- The proposed donor has no known significant recent history of violations, whether criminal or civil in nature (revealed by the evaluation process described in Section 6.1.3. Vetting Potential Donors).

**6.1.2 Acceptance of Donations.** In many instances, a donor provides a donation directly to a non-profit entity, with the non-profit entity or partner subsequently making the donation to ASP. The manner in which these donations are accomplished is among the totality of the circumstances to be considered when deciding whether to accept a donation. Specifically, the nature of the relationships between the original donor, the non-profit entity and ASP should be

considered in ASP's decision to accept, or decline, the donation. For example, when a nonprofit arranges a donation without any involvement from ASP, acceptance of the donation might or might not, give rise to an appearance of a loss of integrity or impartiality, or otherwise reduce public confidence in ASP. Where appearance concerns persist, ASP reserves the right to decline the specific donation.

**6.1.3 Vetting Potential Donors.** In order to determine whether the acceptance of a proposed donation is appropriate, each employee authorized to accept donations is responsible for gathering sufficient information about a prospective donor and the proffered donation to enable him or her to fully evaluate the totality of the circumstances surrounding a donation proposal.

The level of information and verification needed will vary depending on the nature and size of the donation, but should ensure that decisions to accept donations can be measured against the policy principles of Section 6.1.1 to maintain the integrity of, impartiality of, and public confidence in ASP.

Individual contributions valued at \$5,000 or less will not require vetting by ASP employees unless the authorized employee believes a particular donation requires additional consideration with respect to the objectives identified in Section 6.1.1.

When applicable, the process for vetting prospective donors should include a method to elicit pertinent information such as:

- (a) Whether the donor or its officers or directors is involved in litigation or other disputes with ASP;
- (b) Whether the donor is seeking a permit from ASP, or is otherwise engaged in any type of business relationship with ASP;
- (c) Whether the donor has been debarred (or is presently in a debarment proceeding) from contracting with ASP or another government agency;
- (d) Whether the donation is connected to corporate marketing, (see section 7, Cause-Related Corporate Campaigns for information on considering corporate marketing proposals);
- (e) The size of the donation.
- (f) Whether the donation is a singular event or part of a series of donations.

These minimum requirements shall be met as part of the vetting process to assure that high-value donations to ASP are properly evaluated:

- (a) For any donation valued at \$5,000 or more, the authorized employee must perform



a thorough internet search to determine whether any publicly available information exists that would raise concerns about the propriety of accepting the donation.

(b) For any donation valued at \$50,000 or more, and for all donations of real property, the authorized employee shall refer the proposed donation to ASP Administrative Services Division for coordination with the Parks Division, and the State Historic Preservation Office, where applicable.

(c) For any donation valued at \$250,000 or more, the authorized employee shall, in addition to the action and referrals noted above, refer the proposed donation to the Administrative Services Division who shall seek the assistance of the Attorney General's Office for the purpose of vetting through their existing information systems.

Once the information is gathered, ASP may then determine whether the circumstances justify declining a particular donation.

Additionally, the following potential donations must also be vetted by the appropriate Assistant Director for subsequent referral to the Director for approval:

(a) Donations, regardless of amount, from entities that are national or international in scope or any subsidiary of such an entity;

(b) Single donations or a series of related donations, i.e. a pledge paid in installments by the same donor, valued at over \$1 million;

(c) Donations which raise significant concerns based on the criteria identified in Section 6.1.1. (Maintaining the Integrity and Impartiality of, and Public Confidence in, ASP);

(d) Donations proposed by corporations or other business interests that result in, or seek to include, marketing, promotions, or other advertising opportunities.

**6.1.4 Prohibited Sources.** ASP will not accept a direct donation from persons or entities:

(a) which have litigation pending involving ASP;

(b) that have, or are seeking to obtain a contract, lease, grant or other business, benefit or assistance from ASP. Additionally, notwithstanding these prohibitions, a donation involving land or interest in land otherwise made as a part of a land transaction may be accepted but must be specifically reviewed and approved by the Real Property Donations Committee (RPDC) to assure that such donation is consistent with the purposes of this policy; (RPDC to be established or formed on an as-needed basis. See RPDC overview.)

(c) That conduct commercial operations or activities regulated by ASP;

- (d) That appear to be offering a gift with the expectation of obtaining advantage or preference in dealing with ASP;
- (e) That are directly associated with any product, service, or enterprise that would reflect adversely on ASP mission and image, such as alcohol or tobacco products;
- (f) Where acceptance would create a conflict of interest or the appearance of a conflict of interest for ASP;
- (g) Where the conditions placed on a donation are inconsistent with the authorized purposes, policies, and planning documents of ASP, the park or the program or where ASP cannot adequately maintain the donated real or personal property;
- (h) Where the donation is inconsistent with or otherwise seeks to circumvent laws, regulations or policies;
- (i) Where the donation is to an employee in the form of a "reward", salary, or honorarium for his or her personal use. This does not preclude an employee from re-directing any such donation to a partner organization or ASP; or
- (j) When the acceptance of the donation will be used by the donor to state or imply the endorsement of ASP of any product, service or entity.

Procedures to determine if a potential donor falls into any of these categories are included in the *Reference Guide*.

Where a source cannot give directly to ASP, caution must be exercised when the contribution is offered to ASP partners. ASP partners must first consult with the Director prior to accepting and recognizing any such gift that is intended for park purposes. In the consultation process, consideration must be given to how the solicitation, acceptance and recognition of the donation will reflect on not only the ASP partner and the park/program it supports, but the entire ASP system.

**6.2 Use of Donations.** Donations may be used to fund any ASP activity for which appropriated funds could normally be used, subject to the following:

- (a) Donations will not be used to begin construction, or any phase of construction or other ASP project, where there are not sufficient appropriated and/or donated funds in hand to complete the work so that it is usable. Donated funds may, however, be used to advance project design work.
- (b) Donated funds may pay the cost of ASP-conducted plans or studies; however, standard planning/study procedures will be followed. Construction projects, research projects, books, mapping, exhibits, films, and all other projects that are funded by donations and require planning and design must receive the same reviews and approvals

as similar projects funded through the normal budget process. ASP will make its best efforts to expedite reviews and approvals as necessary to facilitate the goals of a fundraising campaign.

### 6.3 In-Park Solicitation

**6.3.1 Visitors.** It is appropriate to assist park visitors who seek information on how to make a donation to the park or ASP, but visitors who have expressed no interest in such information must not be asked for donations by anyone. Unless visitors have specifically provided authorization, visitor names from sources such as permit applications or campground registrations may not be given to or used by any third party, except as provided under the Public Records Act.

Visitors may also specifically request and authorize ASP to provide them with additional information about ASP, the park, and/or its needs.

**6.3.2 Donation Boxes.** Only ASP donation boxes and ASP partner donation boxes, which provide that 100 percent of the collections are deposited with ASP, are permitted on park property. All collection devices must clearly advise the public how the park will use the money. Without this information, monies collected in a donation box must be considered miscellaneous receipts to the State of Arizona Treasury. ASP donation boxes may be placed only on ASP property or on property jointly administered by or for the benefit of ASP.

Donation boxes may recognize the role of an ASP partner in maintaining the box under its agreement with the park. (See *Reference Guide* for accountability requirements).

Funds received from ASP donation boxes on jointly administered property (e.g. joint visitor centers, heritage areas, leased facilities outside of parks) must be accounted for in the same manner as those located on ASP-controlled property.

**6.3.3 Displays.** Park managers may allow architectural drawings, models, graphics and other descriptive information to be displayed or otherwise made available to educate visitors about the purpose of an authorized fundraising effort, the identity of the authorized ASP fundraising partner, and how visitors may get additional information or offer assistance. Donor envelopes may be included with the informational literature.

**6.3.4 In-Park Events.** Requests from ASP partners engaged in authorized fundraising activities to use park facilities for events or activities are subject to the same review and approval, and if necessary, issuance of a permit for facility use on the same basis as any other non-ASP user.



**SECTION 7. FUNDRAISING BY OUTSIDE ENTITIES.** A fundraising campaign is an organized effort to solicit funds for a specific purpose. While ASP does not directly regulate the conduct of fundraising by third parties, fundraising conducted in its name is only appropriate when consistent with the ASP mission, goals, legal authority and the standards enunciated in this Policy. It is also important to ensure that the intentions and expectations of the fundraising entity or entities and their donors align with those of the ASP. Accordingly, a written fundraising agreement must be executed prior to any fundraising that explicitly states or in any way implies that the fundraiser is seeking donations—monetary or otherwise — under the authority, or on behalf, of the ASP. For example, a solicitation letter stating that a local civic group is raising funds to be donated for a new trail on a nearby state park would trigger the requirement for a fundraising agreement. Absent such an agreement, ASP will not accept donations raised on its behalf.

**7.1 Contents of Fundraising Agreements.** Fundraising agreements are intended to enable ASP, as necessary, to coordinate fundraising, minimize overlap with other fundraising efforts and ensure compliance of the fundraising effort with this Policy. Fundraising agreements may vary in format and substance as appropriate to the particular fundraising effort. Such agreements may be for a particular short-term effort or may cover a long-term relationship encompassing numerous specific fundraising activities, such as when a non-profit friends group has an on-going relationship with a particular state park or program. Whatever its scope, the agreement should allow fundraising to be conducted for the ASPB in a manner that ensures the ASP's integrity, impartiality and public confidence.

Fundraising agreements will be prepared in draft for review by the Attorney General, by the ASP partner and by the appropriate ASP official(s). The requirements of this section may be included in the general agreement establishing the ongoing relationship between ASP and its partner or in a separate document. In either event, all of the requirements of this section apply when the agreement is intended to authorize fundraising. Fundraising agreements identify or establish, in part:

- (a) Mutual understanding of the goals and objectives associated with a fundraising effort;
- (b) Project(s) or program(s) to be funded;
- (c) Sources of funding;
- (d) Priorities for expenditure;
- (e) Roles and responsibilities of the ASP and the ASP partner;
- (f) Conditions on fundraising activities;
- (g) Applicable laws, regulations, and ASP policies;
- (h) Terms and conditions of any endowments;

- (i) The means for addressing various contingencies including cost overruns, dissolution of the assets if fundraising goals are not met or the fundraising organization ceases to exist;
- (j) Accountability requirements for all funds raised and, when appropriate, for the security of funds invested by the partner related to a fundraising campaign;
- (k) Procedures for ASP review and approval of informational and fundraising materials for distribution or communication to the public;
- (l) A prohibition on actions that imply that the ASP endorses the business, products, or services of the prospective donors;
- (m) The applicable vetting process for prospective contributions;
- (n) Requirements that fundraising partners not lobby the Arizona State Legislature to fund activities that are contemplated by the fundraising agreement to be raised through donations; and
- (o) A provision that allows the ASP to terminate the agreement at its discretion and without cost.

Section 7.1 of the *Reference Guide* contains model agreements with suggested as well as required clauses for consideration by the ASP staff and potential partners. The complexity of fundraising agreements is to be commensurate with the scope of the activities undertaken while maintaining the overall integrity of the ASP, its partners and donors.

Small-scale events that raise funds for ASP are exempted from the requirements for a written fundraising agreement. A small-scale event is one that is local or community based, is locally publicized and is not expected to exceed \$2,500 in donations or involve more than 250 participants. Bake sales, car washes, and benefit breakfasts are examples of such events, as is a request from a local service club to a hardware store for an in-kind donation of supplies for use in the service club's volunteer painting efforts, etc. Authorized employees, however, must evaluate donations from such events in the same manner as other donations, including as a factor the minimal value of the donations.

ASP fundraising partners shall not portray either the Arizona State Legislature or the ASPB as having failed to meet their responsibilities to fund ASP operations. ASP policy is that our partners agree not to seek funds from the Arizona State Legislature to replace funds that they have agreed to raise privately, see model agreement in Section 7.1 of the *Reference Guide*.

If ASP becomes aware of unauthorized fundraising activities, a good faith effort will be made to develop a mutually acceptable agreement to govern the fundraising activities. Contributions without a written agreement will be rejected unless the Assistant Director of Parks determines that acceptance is appropriate under the circumstances. If efforts to reach agreement fail, ASP will advise those directing the campaign to cease their efforts and may seek to initiate

appropriate legal action if fundraising continues.

**7.2 Determination of Feasibility for Fundraising Success.** ASP is responsible for clearly demonstrating that a proposed fundraising effort has a reasonable potential for success before approving fundraising campaigns or fundraising for specific projects. ASP must also assess the various factors identified in this Policy before approving a fundraising effort. Consideration must be given to the experience and capabilities of a partner the ability to meet the financial goal of the campaign within the proposed timeframe, the experience and capabilities of the park to support the effort, and the willingness of donors to give to the project.

Feasibility studies are a standard tool used by fundraising professionals for assessing the likelihood that a fundraising effort or campaign will be successful. Where appropriate, ASP requires that feasibility studies be submitted as part of a request for approval of a fundraising effort. This will allow ASP and the partner to jointly assess the likelihood of a successful campaign. In many cases, ASP may require the partner to submit a feasibility study prepared by a qualified independent fundraising counsel before the fundraising effort will be approved. Section 7.2 of the *Reference Guide* contains additional information on feasibility studies.

**7.3 Fundraising Plans.** All fundraising campaigns require a fundraising plan that is a detailed roadmap for how the fundraising will be carried out. While the complexity of the plan will vary according to the magnitude of the endeavor, in general the plan should detail techniques, timing, staff needs (including use of paid consultants), strategy, costs, and other components prescribed in Section 7.3 of the *Reference Guide*. The appropriate ASP official must approve the plan (through the approval of the partnership or fundraising agreement) before the fundraising may begin.

**7.4 Vetting of Contributions.** In many cases, donors contribute directly to a non-profit partner of the ASP, with the partner subsequently making the donation to ASP. Non-profit partners also have their own professional standards under which donors are screened. In the fundraising agreement with ASP, the applicable vetting process for prospective contributions is identified to address the objectives identified in Section 6.1.1 of this Policy. The manner in which these donations are to be made is among the totality of the circumstances to be considered by the partner, and in turn by ASP, when deciding whether to accept a donation passed through the partner. Specifically, the nature of the relationships between the original donor, the non-profit partner, and ASP may affect ASP's decision to accept the donation. For example, where a nonprofit arranges a donation without any involvement from the ASP, acceptance of the donation might or might not give rise to an appearance of a loss of integrity or impartiality, or otherwise reduce public confidence in ASP. However, in instances where appearance concerns persist, ASP reserves the right to decline the specific donation.

**7.5 Fundraising Costs.** All costs associated with a fundraising effort, including required feasibility studies, are the responsibility of the fundraising partner. To maintain the integrity of fundraising efforts associated with ASP and the interests of donors, ASP policy is to limit overhead costs to not exceed 20% of the funds raised over the life of the fundraising effort. ASP will not approve a fundraising plan/agreement that anticipates fundraising costs in excess of 20%. If an ASP partner conducts other activities, expenses and donations for the

ASP campaign must be accounted for separately from those other activities. Any fundraising consultants and staff, if compensated, are to be paid a salary or flat fee. Based on recommendations from philanthropic professionals on preferred fundraising practices, ASP will not approve fundraising plans/agreements where payments are made as commissions or as a percentage of funds raised.

**7.6 Endowments.** ASP encourages partners to establish endowments where appropriate. The establishment of an endowment should be considered for inclusion in any major fundraising campaign to provide for future operations, maintenance and repair costs, especially those associated with major capital improvements such as visitor centers. It is critical that ASP and its fundraising partner agree in advance on the general categories for which funds will be expended and that ASP has sufficient discretion for the use of the funds to meet its day to day needs consistent with the purposes for which the endowment was created.

The following are among the factors that should be considered in authorizing the creation of an endowment in a fundraising agreement:

- (a) How and by whom the endowment will be administered;
- (b) Directions on how the endowment funds are to be used, including determination of annual expenditure levels;
- (c) Approval process for expenditures with the required concurrence of the authorized ASP official;
- (d) ASP concurrence with the investment policy for the endowment funds;
- (e) Circumstances, if any, under which the corpus may be used;
- (f) Fund accountability;
- (g) Contingencies for dissolution.

**SECTION 8. CORPORATE PHILANTHROPY AND CAMPAIGNS.** Corporations and businesses generally offer two primary forms of donations: *philanthropic* donations (often from a corporate foundation), or donations that are tied to *advertising or product sales* — known as cause-related marketing. These donations, whether offered as gifts of money or products, may be accepted and recognized, consistent with ASP donation policies.

**8.1 Corporate Philanthropy.** The following policies apply to the acceptance of all donations from businesses and corporations:

- (a) The fact of ASPs acceptance of their donation and, in the case of in-kind contributions, ASP's acceptance of their donated products may be noted in their advertisements and other public materials.
- (b) ASP will not approve an advertisement or other public material that implies ASP has "selected" a corporation or business products or services, prefers a corporation or business products or services over competitors products or services, or otherwise suggests or implies an endorsement of a corporation's or business products or services.
- (c) ASP will not allow any logo or symbol or an ASP employee or any part of the uniform to be featured in any commercial advertisement. This includes volunteer uniforms.
- (d) ASP will not approve an advertisement or other public material that depicts illegal or irresponsible activities or those incompatible with ASP policies.
- (e) ASP will encourage corporations and businesses to use their advertising and promotions for communicating positive messages about what citizens can do to help protect and preserve natural, cultural, and recreational resource values.

**8.2 Corporate Campaigns.** For purposes of this Policy, cause-related marketing campaigns (corporate campaigns) are designed to associate the interests of corporations with the mission and goals of ASP. These marketing campaigns promote corporate goodwill while providing resources for ASP to carry out its mission. Cause-related programs differ from philanthropic donations in their use of paid media and marketing activities. Corporate philanthropic donations are often made through their related foundations.

This section provides a framework for ASP entering into corporate campaign agreements. Corporate campaigns must be conducted with high standards that maintain the integrity of the ASP and its partners. A corporate campaign is the means by which support provided to the ASP is linked to the corporation's marketing strategies. All corporate campaigns authorized by ASP are subject to the following:

- (a) The corporate campaign is consistent with the purpose, mission and goals of ASP as well as applicable laws, regulations and policies;
- (b) Marketing or advertising activities associated with a corporate campaign do not state or imply an endorsement by ASP of any business, product or service;
- (c) A written agreement between ASP and a corporate partner is executed prior to initiation of corporate campaign activities;
- (d) The corporate campaign agreement conforms to the provisions relating to donations and fundraising agreements of this Policy and the accompanying *Reference Guide*;



(e) The criteria used to approve corporate campaign agreements are the same as those used to approve fundraising campaigns;

(f) The corporate campaign agreement is approved by the Director or the appropriate designee after review by the Arizona Attorney General.

When ASP becomes aware of a business or corporation advertising a real or implied relationship with ASP that violates any of these policies, that activity should be immediately brought to the attention of the ASP manager overseeing the cause related marketing agreement or, in the case of an unauthorized advertisement, the Chief of Operations or Assistant Director for the Parks Division who will contact the business or corporation to resolve the issue.

Procedures to govern ASP cause related marketing programs will be developed and included in the **Reference Guide to Donations and Fundraising**.

## **9. Donor Recognition**

Donor recognition plays a key role in donor stewardship: protecting and managing the donor's investment, thanking the donor, and reporting on the good works coming from that donation.

ASP will, at a minimum, acknowledge all direct donations in writing. Additional ASP donor recognition opportunities are identified in sections 9.2 - 9.6. Parks, regions, or programs considering other forms of recognition must consult with the Assistant Director of Parks. Other examples of recognition generally accorded donors may include letters of acceptance and appreciation, press releases, public events, mementos, certificates and other items that commemorate the donation. Examples of these will be included in Section 9 of the *Reference Guide* as they become available.

Most donors view a donation to a group fundraising on behalf of the ASP as a donation to the ASP. It therefore is appropriate for both the partner and the ASP to express appreciation consistent with ASP policy.

Where an ASP partner chooses to accept a donation and ASP is concerned that the involvement of the partner does not adequately maintain the integrity of, impartiality of, and public confidence in, ASP as identified in Section 6.1.1. ASP will provide neither express nor implied recognition of the donation. ASP will advise the partner that the donation is not to be passed through to the ASP. In that circumstance, it is the responsibility of the fundraising partner to ascertain whether its retention of the donation is consistent with the donor's expectations. Because in that instance there is no donation made to the ASP, care should be taken by the authorized employee to ensure that activities with that partner do not recognize that particular donation.

**9.1 Donor Recognition Plan.** A Donor Recognition Plan sets out the basic philosophy to guide donor recognition activities. It provides a framework for donor recognition in a park or by a program, while allowing a measure of flexibility to meet the needs of individual donors. The

plan also helps fundraising partner understand the means and levels of recognition that ASP can provide.

Donor Recognition Plans are developed and approved at the park and program level with the concurrence of the appropriate Chief. A Donor Recognition Plan is required for all parks and programs that receive or are likely to receive donations. While these plans will vary from park to park and program to program, there are several fundamental policies that control all such plans.

Partner donor recognition plans should complement a park or program plan with respect to the donor recognition provided by ASP. This will ensure that a fundraising partner will not inadvertently lead a prospective donor to expect a level of recognition that ASP cannot, or will not, fulfill. Donor Recognition Plans should include, at a minimum, the following elements:

- (a) A statement of the basic philosophy of donor recognition opportunities consistent with park mission, purposes, and plans;
- (b) Procedures for thanking donors;
- (c) Hierarchy of donor levels and associated recognition;
- (d) Forms of in-park recognition consistent with this Chapter;
- (e) Criteria for donor boards, walks or walls, including the location, minimum thresholds for recognition and length of time the recognition is in place;
- (f) Conditions under which donors/donations to partners will be recognized by ASP consistent with Section 6.1.1.

Section 9.1 of the *Reference Guide* will include additional information as examples become available.

**9.2 Credit Lines and Logos.** Recognition for contributions and donated items may be allowed as appropriate on printed or electronic material, audio/video/film products, kiosks, interpretive waysides, recreation equipment & other donor-funded items which remain on the park and temporary construction/restoration signs. Donor name script and corporate logos may be included as part of the recognition provided it amounts to a short, discrete, unobtrusive donor credit line at the end of the material. For example, the credit line on a park brochure may state: "This brochure was made possible through the contribution of \_\_\_\_\_". In the case of computerized information kiosks or other electronic displays to be placed in visitor service areas, the donor name script and logo may be placed within the electronic screen and on associated printed information but may not be on the kiosk casing itself. All recognition should be agreed to in writing in advance of the acceptance of the donation.

Additional information about the use of corporate logos and name script can be found in Section 8 (Cause-Related Corporate Campaigns) and 9.7 (Special Events).

**9.3 Donor Boards, Walks and Walls.** Donor recognition boards or walls are permitted in visitor centers and other appropriate visitor facilities. These boards or walls should utilize a format that allows recognition of donors by the placement of nameplates or other markers that can be added and removed with relative ease. A park's Donor Recognition Plan will establish criteria for donor boards or walls, including the minimum thresholds for recognition and duration. Short-term displays may be appropriate during the life of a fundraising effort, while longer-term displays may be appropriate for significant donations.

**9.4 Recognition of Corporate Donations.** Corporate donors may receive recognition on the same basis as other donors. Government ethics regulations prevent ASP employees from using their Government positions, titles, or any associated authorities to endorse, expressly or implicitly, any products, services or enterprises except in furtherance of specific statutory authority authorizing such endorsement (See §4.1). ASP may, however, recognize a corporate donor's support for ASP's mission.

**9.5 Recognition within Interpretive Programs.** Where a donation is integrally related to the park, to the existence of the park, or to what is being interpreted, interpretive programs may identify the donor and how the donation was used.

**9.6 In-Park Displays, Name Plaques and Plates.** When in-park displays are deemed appropriate and tasteful, unobtrusive signs, plaques or other treatments may be used. The duration of this form of recognition may vary depending on the project, donation and location.

Donor recognition through benches, bricks or paving materials, plaques or other features may be allowed as part of a Donor Recognition Plan. Their use must be consistent with a park's cultural and natural resource management plan.

Temporary plaques are not to be affixed to the "historic fabric" of structures nor should they, or any other donor recognition treatment, be placed in natural zones or cultural zones where they would intrude on the character of the area.

The naming of features will not be used to recognize monetary contributions or other donations to a park or the Arizona State Parks Board. The naming of a park facility may be allowed. All naming opportunities are subject to approval by the Arizona State Parks Board.

**9.7 Special Events.** Special events fall into two categories; non-ASP events allowed under special park use permit, and events wholly or partially sponsored by ASP (see 9.7.1, below). They may recognize corporate sponsors by limited use of corporate logos and name script on event facilities, signs and literature at all such special events provided that the size, scale, scope and location of corporate logos and name script does not dominate the event facilities or area.

#### **9.7.1. ASP Sponsored and Co-sponsored Events**

For officially sponsored ASP events, the name of the event must predominate. At these events, ASP may provide appropriate recognition provided that corporate names are not used in any way that would imply or suggest ASP endorsement of a product or company, or be construed as commercial solicitation or advertising.

The purpose of such recognition is to acknowledge the sponsor. To ensure against the appearance of endorsement, pre-event written agreements shall spell out the responsibilities of the parties and any conditions on the offering or acceptance of the gift and should include provisions specifying the amount, type, and size of sponsor recognition signs. These provisions may be included in a special park use permit, an exchange of letters or other written documentation.

On-site notices (e.g. banners) must be appropriate to the character and scale of the event. The Park may display such notices for a period of time in advance of the event to encourage public attendance. Sponsors may be permitted to establish a temporary hospitality area for sponsored special events.

Distribution of free product or sample products are permitted at events co-sponsored by ASP and only if the item directly relates to the purpose of the event (e.g. plastic bags for a clean-up day) or is consumable at the event. The items may be imprinted with the name of the event and recognize sponsors by name (using name script if desired), logo and website address.

Additional requirements may exist for specific areas of the Arizona State Parks System.

#### **9.7.2 Non-ASP Events**

Guidance on this topic is found in 9.8 Special Park Uses. Notices on temporary displays directly associated with the event containing sponsor's names or logos or name script may be placed in close proximity to the event in both time and location.

Distribution of free products or sample products is not permitted at non-ASP events.